TRAVEL PRINTOUT

Supported by a grant from Travel Industry Association of America

Research News for the U.S. Travel Industry

U.S. Travel Data Center

April, 1984 Volume 13, Number 4

U.S. TRAVEL DATA CENTER EXAMINES SUMMER VACATION TRAVEL

American vacationers spent 1.7 billion nights away from home last summer, according to the U.S. Travel Data Center, which will unveil its 1984 summer vacation travel forecast at a seminar on May 10 at the Ramada Renaissance Hotel in Washington, D.C.

In last year's forecast, the private non-profit research center had predicted summer vacationers would spend 19 percent more nights away from home than in 1982, close to the actual increase of 22 percent.

Vacationers took 263 million person-trips during June, July and August 1983. (A person-trip is measured each time anyone goes 100 miles or more away from home.) The average vacation trip included 2.2 persons who spent 6.4 nights away from home.

Most summer vacation trips were by automobile, truck or recreational vehicle. The two most popular overnight accommodations were homes of friends and relatives, followed by hotels, motels and other commercial lodgings.

The 1984 summer vacation travel forecast, to be presented at the 1984 Summer Vacation Travel Outlook Seminar, has been expanded to include travelers' preferences for types of destinations, travel budgets compared to last summer, and perceptions of the costs of various travel services and destinations. As in the past, the volume of travel, demographics, transportation modes and regional visitation outlooks will also be covered.

Information will be derived from the U.S. Travel Data Center's ongoing National Travel Survey, a telephone survey conducted among more than 1,400 U.S. adults each month.

Registration cost for the 1984 Summer Vacation Travel Outlook Seminar is $60 for Data Center members and $75 for non-members, which includes a copy of the 50-page summer vacation travel forecast.

Full members may attend free of charge and receive a complimentary copy of the summer forecast.

For further information, contact U.S. Travel Data Center, 1899 L Street NW, Suite 610, Washington, DC 20036; phone 202/293-1040.##

U.S. TRAVEL DATA CENTER OFFERS FREE 1984 PROGRAM GUIDE

The U.S. Travel Data Center today released its 1984 Guide to Programs, Membership and Publications. The 28-page guide details the Data Center's 1984 research program, past understanding of changing travel markets, and current publications and membership benefits.

The guide presents a new project in the Data Center's research program, TravelStyle, a proprietary study to identify major psychological segments exclusive to business and leisure travel markets.

Assistant Director Suzanne Cook, who directs the Data Center's survey research, said "TravelStyle will be designed and funded by participants interested in psychological segmentation of the travel market. The results should aid sponsors in positioning their travel products and improving market share." Among the reports which the Data Center will continue to publish in 1984, the guide lists the 1984 Outlook for Travel and Tourism, U.S. Market for Package Tours, and quarterly and annual reports from the National Travel Survey, the continuing survey of travel activity by U.S. residents now in its sixth year.

(Continued on page 3)

TRAVEL PRICE RISE SLOWS DURING FEBRUARY

Declining gasoline prices and airline fares held the increase in the cost of travel in the U.S. down to 0.3 percent in February 1984, according to the U.S. Travel Data Center's Travel Price Index (TPI). February's small increase follows a 0.8 percent jump registered in January.

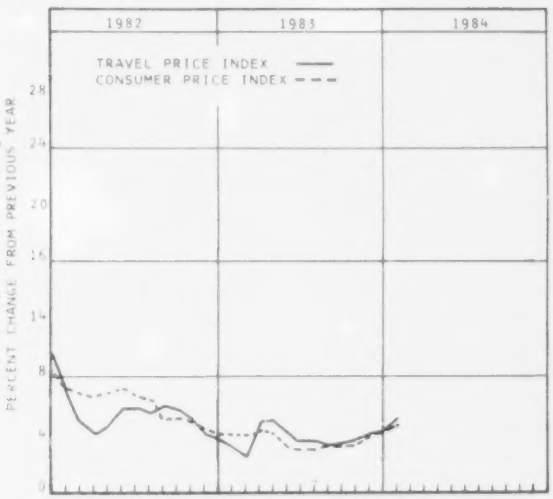
For comparison, the Consumer Price Index (CPI) rose 0.5 percent on a seasonally unadjusted basis in February, down from the 0.6 percent rise during January.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in this country, stood at 356.3 in February (1967=100).

The cost of lodging out of town led the advance of travel prices with a 1.2 percent increase, followed by intercity bus fares which rose 0.7 percent.

On the other hand, gasoline prices dropped 0.4 percent from January's level, while airline fares and intercity train fares fell 0.2 percent and 0.1 percent, respectively.

The TPI has increased 5.2 percent since February of last year, compared to a 4.6 rise in the CPI. Intercity bus fares have grown 11.6 percent, leading all TPI components during this period, followed by the cost of lodging out of town, up 7.4 percent.##



TRAVEL AND CONSUMER PRICES INCREASE IN FEBRUARY

Monthly and Annual Rates of Change in the Travel Price Index and Components--February, 1984

TPI Component	Monthly Percent Change January, 1984 to February, 1984	Annual Percent Change February, 1983 to February, 1984
Transportation	-0.2	4.6
Airline Fares	-0.2	5.9
Intercity Bus Fares	0.7	11.6
Intercity Train Fares	-0.1	6.2
Taxicab Fares	0.0	2.4
Gasoline	-0.4	2.6
Lodging	1.2	7.4
Food Away From Home	0.4	4.2
Entertainment Services	0.5	4.8
Incidentals	0.4	2.4
TRAVEL PRICE INDEX	0.3	5.2
CONSUMER PRICE INDEX	0.5	4.6

Source: U.S. Travel Data Center and U.S. Bureau of Labor Statistics

TRAVEL PRINTOUT is published monthly by the U.S. Travel Data Center, the national non-profit center for travel and tourism research, 1899 L Street, N.W., Washington, DC 20036. Telephone number, (202) 293-1040. Dr. Douglas C. Frechtling, Director. Ida Simmons, Editor. ISSN: 0744-6233.

TRAVEL PRINTOUT reports on the results of Data Center projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are available for $45 per year, U.S., Canada and Mexico; other foreign countries, $55 per year, payable in U.S. funds only.

FRIGID JANUARY WEATHER DISCOURAGES TRAVEL

Hampered by severe weather, travel by U.S. residents in January declined 9 percent compared to year-earlier figures, according to the U.S. Travel Data Center's latest National Travel Survey report, released today.

The monthly telephone survey reported Americans took 54 million person-trips in January, down from 59 million during the same month in 1983. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

However, those who braved the frigid weather spent more nights away from home and traveled longer distances than were recorded a year earlier. The average trip lasted 4.9 nights, up from 4.3 nights, and covered 100 miles more than in 1983.

Only the volume of business travel, which has increased each month since October 1983, registered growth from the previous year. Vacation travel remained unchanged, and travel to visit friends and relatives fell 14 percent. Travel for "other pleasure" purposes such as recreation and sightseeing fell 9 percent.

Person-trips by air grew 24 percent, completing one full year of consecutive monthly increases. On the other hand, travel by auto/truck/recreational vehicle fell 13 percent.

Households with $30,000 or more annual income increased their travel by 22 percent, accounting for 57 percent of January's travel. However, those earning less took 17 percent fewer trips.

Ending an eight-month growth trend, the number of adults planning a vacation trip in the next six months declined 1 percent. Of those planning a trip, 53 percent say they will travel by personal motor vehicle, producing a 7 percent decline in planned trips from year-earlier figures. On the other hand, 35 percent anticipate travel by air, 2 percent more than one year ago.

Vacation planners also intend to make greater use of commercial lodging facilities, and they plan to lengthen their stays by over one night more than last year at this time.

Although plans to visit The South and Mountain West/Far West each declined 7 percent, these regions are still the most popular with vacation travel planners. Plans to travel outside the U.S., however, grew by one fourth from last year.

The National Travel Survey is a monthly telephone survey of over 1,400 American adults. Results are projectable to the total adult population.##

To allow members and subscribers to take advantage of the copious data produced by the United States Census Bureau, the Data Center will begin reporting its National Travel Survey results by census regions.

During the next twelve months, some information will still be reported according to Discover America Travel Organization (DATO) regions. The states in the census regions are listed in the footnote at the bottom of this page.##

GUIDE (CONTINUED FROM PAGE 1)

The U.S. Travel Data Center's research program and reports are valuable for both short- and long-range planning and marketing in the travel industry and for identifying tourism market developments, the economic impact of travel, and trends affecting future travel activity.

The Data Center, which has developed a national reputation for increasing the recognition of the economic importance of travel away from home and improving the understanding of changing travel markets, will send a free 1984 Guide to Programs, Membership and Publications upon request. Address requests to the U.S. Travel Data Center, 1899 L Street N.W., Washington, DC 20036. Telephone (202) 293-1040.##

States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. MIDDLE ATLANTIC: New Jersey, New York, Pennsylvania. SOUTH EAST: Alabama, Delaware, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia. EAST NORTH CENTRAL: Indiana, Illinois, Michigan, Ohio, Wisconsin. WEST NORTH CENTRAL: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. MOUNTAIN: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. PACIFIC: Alaska, California, Hawaii, Oregon, Washington.

CURRENT TRAVEL INDICATORS

	January 1984	% Change from December 1983	% Change from January 1984	Year-to-date % change 1983/84
Establishment receipts or retail sales				
Hotels, motels and other lodging places(1)	$ 2,369 million	11.6	10.5	10.5
Eating and drinking places(2)	$10,587 million	6.4	10.0	10.0
Gasoline service stations(2)	$ 8,819 million	- 1.1	2.6	2.6
Commercial lodging demand				
Hotel motel occupancy rate(3)	65.6 percent	- 3.1	- 0.2	- 0.2
Real demand for commercial lodging(4)	$873 million	8.6	3.9	3.9
Airline passenger traffic(5)				
Domestic revenue passenger-miles	14.6 billion	- 5.0	- 3.8	- 3.8
International revenue passenger-miles	3.8 billion	- 0.4	11.4	11.4
Bus passenger traffic(6)				
Intercity bus passenger-miles	N/A	N/A	N/A	N/A
Highway traffic volume(7)				
Rural arterial vehicle-miles	30.7 billion	- 6.1	5.4	5.4
Rail passenger traffic(8)				
Amtrak passenger-miles	307.6 million	-22.1	23.4	23.4
Travel Price Index(9)	355.1	0.1	4.1	4.1
U.S. resident travel(10)				
Total person-trips	54.0 million	-32.5	- 8.5	- 8.5
Vacation person-trips	32.8 million	-40.8	0.0	0.0
Public use of national parks(11)				
Visits	N/A	N/A	N/A	N/A
Overnight stays	N/A	N/A	N/A	N/A
Foreign arrivals in U.S.(12)				
From overseas	N/A	N/A	N/A	N/A
From Canada	674,538	8.9	- 1.0	- 1.0
U.S. citizen departures(12)				
To overseas	N/A	N/A	N/A	N/A
To Canada	328,028	19.6	32.6	32.6
Domestic demand for motor gasoline(13)				
Barrels per day	N/A	N/A	N/A	N/A

(1)Source: Laventhol and Horwath, seasonally unadjusted. (2)Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3)Source: Laventhol and Horwath, seasonally adjusted. (4)Source: Laventhol and Horwath, unadjusted expenditures for commercial lodging adjusted for inflation since 1972. (5)Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. (6)All carriers regular route and charter service. Source: American Bus Association. (7)Source: Federal Highway Administration. (8)Source: National Railroad Passenger Corporation (Amtrak). (9)Source: U.S. Travel Data Center and Bureau of Labor Statistics. (10)Source: U.S. Travel Data Center. (11)Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (12)Source: U.S. Travel and Tourism Administration and Nettleton Travel Research Center. (13)Preliminary; Source: U.S. Department of Energy.

U.S. Travel Data Center

1899
L Street
Northwest
Washington, D.C.
20036
(202) 293-1040

U.S. POSTAGE
PAID
FIRST CLASS
PERMIT NO. 45523
WASHINGTON, D.C.

April, 1984

TRAVEL PRINTOUT

Research News for the U.S. Travel Industry